



# PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

August 30, 1995

Mr. William Boyce  
GB Racing  
304 Leisure Ct.  
Antioch, TN 37013

Dear Mr. Boyce:

Thank you for your recent proposal regarding Philip Morris involvement with Greg Boyce which you presented for our consideration.

As you might expect, we have a very active promotional program that fits precise criteria developed to achieve our marketing goals. We have reviewed your proposal carefully and have determined that it does not fit into our promotional plans for our company at this time.

Thank you for your interest in Philip Morris and we wish you every success with your racing team.

Regards,

Steve Sampson  
Group Manager,  
Event Marketing

cc: Ina Broeman

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